

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

<b>In re Application of:</b> <b>GOULD, Alan D.</b>	<b>Docket No.: 50442.010200</b>
	<b>Confirmation No.: 9535</b>
<b>Serial No.: 09/917,792</b>	<b>Art Unit: 3622</b>
<b>Filing Date: July 31, 2001</b>	<b>Examiner: ALVAREZ, Raquel</b>
<b>Title: COMPUTERIZED SYSTEM AND METHOD FOR INCREASING THE EFFECTIVENESS OF ADVERTISING</b>	

**RESPONSE UNDER 37 CFR §1.111**

Commissioner for Patents  
P.O. Box 1450  
**Mail Stop Amendment**  
Alexandria, VA 22313-1450

Sir:

In response to the outstanding office action in the referenced application, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 12 of this paper.